

## **IMHO Contest (the "Contest") Official Rules**

No purchase necessary. Void where prohibited. Some restrictions apply. You need not be present to win.

**The Contest:** From June 15, 2010 through July 31, 2010, The Lake County Chamber of Commerce (hereafter "LCCC") will promote – by means of online and offline marketing channels – the opportunity to submit entries to win prizes as detailed below.

**Eligibility:** In order to submit entries, all individuals must be 21 years old and a resident of the United States. Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for LCCC or any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the contest or supplying the prize, and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter or play. "Immediate family members" shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or spouses. "Household members" shall mean people who share the same residence at least three months in one calendar year.

**How to Enter:** (I) Prize Draw: One Prize Draw entry will automatically be generated for the author of any valid review written for a business on the Shop, Stay & Play website (<http://shopstayplay.com>) between June 15, 2010 through July 31, 2010. (II) Category Prize: All valid reviews written for a business on the Shop, Stay & Play website (<http://shopstayplay.com>) between June 15, 2010 through July 31, 2010 will be eligible for votes towards a Category Prize. All Contest entries become the property of LCCC and may be used by LCCC for any purpose and in any media in perpetuity.

### **How to Win:**

*Prize Draw:* Prize draw winners will be selected in a random drawing conducted from all qualified entries. For each prize draw, in the event that the original prize winner does not meet Official Rules or eligibility requirements, or he/she or parent or legal guardian forfeits the prize, LCCC will award the prize to first alternate. Process will continue until every prize is awarded.

*Category Prize:* There are three prize categories: (I) Most Useful Review; (II) Most Entertaining Review; (III) Most Reviews Written By a Business. Category Prize winners will be selected by votes made by members of the public on the ShopStayPlay Facebook page IMHO discussion (<http://facebook.com/> rest of url.asp).

Winners will be selected during the week of August 1<sup>st</sup>, 2010. Decision of the judges and LCCC is final. Prize winners will be notified by phone and/or e-mail and must meet all eligibility requirements.

By entering, each contestant agrees to be bound by the rules. LCCC, its promotional agents and contest co-sponsors are not responsible for illegible, lost, delayed or misdirected mail, errors in faxes or shipments, busy phone signals, or incomplete entries.

**Prizes:**

*Prize Draw:*

- One Prize of Six bottles of Rosa d'Oro wine valued at
- [Add more prizes here]

*Category Prize:*

- Most Useful Review: One Prize of XX valued at
- Most Entertaining Review: One Prize of XX valued at
- Most Reviews Written for a Business: One Prize of XX valued at

Prizes are non-transferable. There may be no cash or other substitutions of prizes by winner. However, the LCCC reserves the right to substitute similar prizes of equal or greater value in the event a Prize is unavailable for any reason. Individual, parent or legal guardian of winner is solely responsible for all applicable federal, state and local taxes with respect to each prize.

Winner or Parent or legal guardian of prize winner must sign an Affidavit of Eligibility, Release and Indemnification Form ("the Form") that : a) releases, indemnifies and holds harmless LCCC its parent, affiliated, subsidiary and successor companies, and its respective officers, directors, employees, agents, and representatives, advertising agencies and promotional sponsors (collectively the "Release") from and against any and all harm, expense, liability or injury that may be sustained relating to or arising from participation in the Contest or acceptance or use of the prize; and b) authorizes the Releasee to use the winners' names, likenesses, photographs, voices and biographical data for any purpose, in any media, unless prohibited by law.

Prize will not be released until the LCCC receives all required documents. Failure of prize winners to return the Forms within the required timeframe will result in automatic forfeiture of any prizes and all such prizes shall be awarded to an alternate winner.

**Unforeseen Events:** The LCCC reserves the right to change this Contest at its sole discretion at any time the LCCC become aware of any circumstances or occurrence which would materially affect the Contest security or fairness. LCCC reserves the right to announce any Contest rules changes in any manner it deems appropriate. LCCC is not responsible for the inability of the winner to accept the prize for any reason.

**List of Winners:** For a copy of winner list, send a self-addressed, stamped envelope to: The Lake County Chamber of Commerce, 875 Lakeshore Blvd, Lakeport, CA 95453. In your request, state that you would like a copy of the "winners list" for the IMHO contest.